

# ***SPAWAR***



**MARKETING 101**

**San Diego Business Journal Event**

**October 30, 2002**

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**Director, SPAWAR Small Business Program**



- Are You *Ready*?
- Target the *Right* Customer
- Use Available *Resources*
- *In-Person*: The Pitch
- *E-Mail* Marketing
- Get *Smart*
- *Network*
- *Network*
- *Network*





# ARE YOU **READY** TO MARKET TO THE GOVERNMENT?

- **Certifications?**
- **Registrations?**
- **Capable?**





***“Having lost sight  
of our objective,  
we **re-doubled**  
our efforts.”***





# TARGET THE *RIGHT* CUSTOMERS

- Develop a Marketing *Plan*
- *WHO* are your potential customers?
  - Which agencies?
    - Which activities?
      - Small Business Offices?
- What are their *needs*?
  - Check out websites
  - Past requirements
- Know your *limits*!



**<http://www.fedbizopps.gov>**

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## Federal Business Opportunities

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opportunities [go](#)

## General information

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## Frequently Asked Questions

## Privacy and Security Statement

## Privacy and Security Statement

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## What's New?

### 30 Awards

## 8 Compliance

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

### ★ Related Links

- ▶ Demo FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecasts
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ PRO - Net
- ▶ SUB - Net (Subcontracting Opportunities)
- ▶ Vendor Notification Service

### ★ Contact Information

- ▶ Email: [fbo.support@gsa.gov](mailto:fbo.support@gsa.gov)
- ▶ Phone: 877-472-3779 (Toll Free)

FedBizOpps  
**BUYERS**

FedBizOpps  
**VENDORS**



# FEDBIZOPPS

- **Replaced Commerce Business Daily (CBD)  
as of *JAN 1 2002***
- **DOD and Federal contracting activities**
- **Most requirements and awards >\$25,000**
  - **At least 15 days prior to solicitation issuance  
(unless commercial items)**

**<http://www.fedbizopps.gov>**



# FEDBIZOPPS

- **Active or archive search**
  - Solicitations or awards by number
  - By NAICS/FSC/PSC
  - Key words
  - Place of performance zip code
  - Set-aside code
  - Agency
- **Acquisition Notification Service**
  - Register to receive email notification
    - For a particular solicitation number
    - Selected organizations or FSC/PSC
    - All procurement notices



# LOCATING NAVY CUSTOMERS

- **DoN Marketing Information Service**
  - Organized by Federal Supply Class/Product Service Code (FSC/PSC)
  - Included if  $\geq 10$  awards completed for a code or total dollar value of actions  $\geq \$10M$
  - Search by FSC/PSC, Key word description, and/or state
  - Provides Agency name and Small Business Office contact information

**<http://www.hq/navy.mil/sadbu/Marketing.htm>**



# USE AVAILABLE RESOURCES

- **Small Business Administration (SBA)**
- **Procurement Technical Assistance Centers (PTACs)**
- **Service Corps of Retired Executives (SCORE)**
- **Government Small Business Offices**
- **Small Business Liaison Officers with prime contractors**
- **Special interest groups**
- **Industry organizations**



# SMALL BUSINESS ADMINISTRATION

- **Counseling**
- **Small business certifications**
- **Financial assistance**
- **Training**

*and more than we have time to mention...*

**<http://www.sba.gov>**



# **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**

- **Counseling**
- **Registration assistance**
- **Bid-matching**
- **Training**

**<http://www.sellingtothegovernment.net>**



# **SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)**

- **Counseling**
  - In-person
  - Field visit
  - E-mail
- **Training**

**<http://www.score.org>**



# SMALL BUSINESS OFFICES

- At each DoD & Federal buying activity
- Navy Activities:  
<http://www.hq.navy.mil/sadbu> and click on  
“Navy Contracting Activities”
- Other agencies:  
<http://www.sellingtothegovernment.net>  
and click on “Small Business Programs”,  
then “Small & Disadvantaged Business  
Utilization (SADBU)”



# IN-PERSON: THE PITCH

- Know your audience
- Be focused
- Be brief
  - “Elevator speech”
  - “FIVE, FIVE, & FIVE”
  - Capability presentation
- Stand out from the crowd
- How can the customer benefit from doing business with you?





# **“FIVE, FIVE, & FIVE”**

*Slide #5*



- **5 slides, 5 minutes**
- **Slide 1 – Company name, locations, # of employees, approximate revenues, small business categories (SB, SDB, WOSB, VOSB, etc.)**
- **Slide 2 – SPAWAR Tasks (NTE 5)**
- **Slide 3 – Navy Tasks (NTE 5)**
- **Slide 4 – Other Tasks (NTE 5)**
- **Slide 5 – Core (specific) Capabilities (NTE 5)**



# E-MAIL MARKETING

- **Send to the right customer**
- **Frequency?**
- **Marketing pitch, virus, or SPAM?**
- **Be brief**
- **Watch the graphics**
- **Stand out from the crowd**
- **How can the customer benefit from doing business with you?**





# GET SMART!

- **Know your competitors**
  - Who are they?
  - Strengths? Weaknesses?
  - Review brochures, websites, PRONET Profiles
- **Know your customer's regs/procedures**
  - Who can commit the company or the Government agency?
  - Registrations required





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***NETWORK! NETWORK! NETWORK!***

**DO YOU  
RECOGNIZE A  
GOOD  
*NETWORKING*  
*OPPORTUNITY*  
WHEN YOU  
SEE IT???**





# **“MARKETING” OPPORTUNITIES**

**Sources Sought Response**



**Attend Solicitation Industry Day**



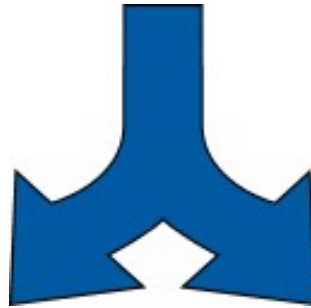
**Solicitation Proposal**





# **“MARKETING” OPPORTUNITIES**

**Oral Presentation**



**Debriefing**

**Contract  
Performance**

# ***HIT OR MISS?***



A stylized, pixelated American flag serves as the background for the slide. The flag is oriented vertically, with the blue field containing white stars on the left and the red and white horizontal stripes on the right. The stripes are slightly wavy, giving the impression of a flag blowing in the wind. The overall image has a low-resolution, digital-art aesthetic.

***“The survival of  
small business is essential  
to our Homeland Defense.”***

**President George W. Bush  
October 24, 2001**